

20160316-18 - Storytelling in marketing & communications

This training session was kindly provided by SUNET in the TF-CPR meeting hosted by SUNET in [Stockholm, Sweden, 16-18 March 2016](#)

1 half day, 3 hours

Using storytelling in marketing and communication is powerful, touching, engaging – and timeless. In today's fast-changing world it is vital we learn to master the medium that has successfully adapted to, and driven, every technological media advance from the printing press to LinkedIn: The story. Analysing your users' motivations and planning stories raises high-impact questions: Who are we – to ourselves and our community and users? Who do we want to be? How are we changing? Exactly how are we part of our community's life?

Content:

What IS a story? We all use the word – but what actually is a story? Four common misconceptions.

Digital storytelling: Stories on community channels, scenarios, series, reader-rated content, fan fiction. Anchoring community, campaigns and interaction around stories.

Story utility: How do we process stories differently, why do they have such deep impact?

Story archetypes and arcs: "There are only a handful of stories and we keep on telling them again and again..." (Willa Cather). Identifying our story, planning it, crafting stories.

Brand stories: Founder stories, stories in brand journalism.

Driving stories though: Managing internal content, developing stories, packaging series, the approval process.

Cases, practise, hands-on: All the above will be practised using a range of digital cases, brands, products and services.

[Storytelling training - slides](#) (restricted access)

Meet the trainer!

I'm a copywriter, translator and communications trainer based in Stockholm, Sweden. I teach in-company and at the award-winning Berghs School of Communication."
<http://www.markdubois.se/>

Berghs School of Communication

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